THE WALDORF-ASTORIA

Ex Libris

SEYMOUR DURST

FORT NEW AMSTERDAM (NEW YORK), 1651.

When you leave, please leave this book
Because it has been said
"Ever'thing comes t' him who waits
Except a loaned book."

AVERY
DURST

Inquiries regarding accommodations will receive immediate attention and should be addressed to F. A. READY, *Manager,* THE WALDORF-ASTORIA, PARK AVENUE, NEW YORK CITY.

OSCAR TSCHIRKY (*"Oscar of the Waldorf"*) *is in charge of arrangements for public functions and private entertaining. Inquiries will have his personal attention.*

RATES ARE IN SCALE WITH PRESENT-DAY IDEAS.

Telephone: ELdorado 5-3000
Telegrams and Cables: Waldorf, New York

Park Avenue Foyer

FORMALLY OPENED BY PRESIDENT HOOVER on October 1, 1931, the new Waldorf-Astoria has won universal acclaim. In architectural design, equipment and appointments it is, without question, far beyond anything of the kind hitherto attempted anywhere in the world. In its high standards of personal service and hospitality it continues, with vastly greater scope, an established and distinguished tradition. The spirit of the old informs the new Waldorf-Astoria and in it is given vital modern embodiment. Consequently, the new Waldorf-Astoria falls heir, by indisputable right, to the national and international prestige accorded its famed predecessor.

THE NEW BUILDING itself, rising to a height of forty-seven stories, is an exceptionally fine example of modern American architecture. It is massive and of great

height. At the same time it is admirably proportioned and its strong vertical lines are entirely devoid of superfluous ornament. It is open on all sides to light and air. Modern in general treatment, but retaining the influence of classic details and periods, the interiors are simple, spacious and dignified.

SETS NEW STANDARDS. In organization and equipment the new Waldorf-Astoria is an embodiment of the immense advances made by hotel science within recent years. The Waldorf-Astoria is not merely up-to-date. In several respects it anticipates the future. For it sets new standards—as its predecessor did thirty-eight years ago—alike in construction, technical equipment and furnishings.

WORLD RENOWNED DECORATORS and artists have designed the furnishings and interior decorations. Here again a vitally modern spirit is active: not capriciously or in a bizarre manner but in adapting classic traditions to meet modern needs.

The effect of these adaptations is evident in comfortable upholstery, clean-cut attractive color schemes and essentially "liveable" room arrangements. American, English, French and Swedish decorators have collaborated to insure that each room is given individual treatment. Stereotyping is scrupulously avoided. As a consequence, in furnishings and interior decoration the Waldorf-Astoria is characterized by standards of comfort, artistic excellence and individual distinction such as are found only in the most tasteful private homes.

SCOPE OF ACCOMMODATION. The new Waldorf-Astoria contains more than two thousand two hundred residence rooms, including three hundred residential suites, and, in addition, it has numerous ballrooms, dining rooms, restaurants, kitchens, club rooms and private entertaining suites.

The living rooms, bedrooms and suites are of various sizes, adapted to meet the varying requirements alike of the occasional visitor and the term resident. No hotel in the world provides greater choice of rooms and suites.

Corner of Main Lobby

TOWER APARTMENT SUITES. Rising above the main body of the building and set back from surrounding streets are the Tower Apartment residence suites. These suites comprise a series of private town dwellings. They are available for rental for whatever term patrons desire. They vary in size from two rooms upwards.

Each suite is self-contained and individual in plan, decorative scheme and furnishings. Some of the suites have outside garden terraces of generous proportions. Separate entrances and elevators and room, kitchen and concierge services insure residential privacy.

A Tower Apartment suite affords all the advantages of a private town house without the economic disadvantages of private ownership and maintenance.

COMMENDATORE GIULIO GELARDI, General Manager, Claridge's Hotel, London, world-famous for its luxury, comfort and distinguished clientele, is Director of the Waldorf-Astoria Towers during the New York winter season.

PUBLIC FUNCTIONS AND PRIVATE ENTERTAINING. The extent and scope of the facilities for public functions and private entertaining are indicated by the fact that separate and self-contained accommodations exist for, on the one hand, intimate private parties of twenty persons or less and, on the other, for gatherings of as many as 4,000 persons. Entirely self-contained accommodations of various capacities between these two extremes also are available. Thus each function may have its appropriate setting without waste of space or overcrowding.

PRIVATE ENTERTAINING. Numerous single rooms and suites of varying sizes are designed for private social affairs such as dinner parties, dances, wedding parties, organization and club meetings, and so on.

The suites have their own private foyers, dressing, retiring, cloak rooms, salons, and elevator services. One suite—particularly convenient for wedding parties—is equipped with a self-player organ. Music may be transmitted to any of the rooms, at will, by amplifiers from the Grand Ballroom and the central radio receiving apparatus.

"OSCAR." The famous Oscar Tschirky ("Oscar of the Waldorf"), who has been associated with the Waldorf since its opening, is in charge of the banqueting and entertaining arrangements.

SEPARATE KITCHENS AND FOOD SERVICES. All rooms designed for public functions and private entertaining have their own separate kitchens and food services. These are planned in a new and unusually comprehensive manner which facilitates individual arrangement of menus and promptitude in execution of orders.

Similarly, separate kitchens and room services add to the convenience of patrons staying in the hotel. Elevators reserved for these services are supplemented by pantries on each floor. Patrons may have meals prepared especially to their individual requirements.

A Private Entertaining Suite Foyer

ALEXANDRE GASTAUD. The internationally renowned chef, Alexandre Gastaud, is Director of the Waldorf-Astoria kitchens. The entire cuisine is under Mr. Gastaud's personal supervision.

The cooks are experts skilled in the preparation of every type of dish according to the most exacting international standards. A specialty of the Waldorf-Astoria is American home cooking.

RESTAURANTS. On the first floor of the hotel are three restaurants: the Empire Room, Sert Room and Norse Grill.

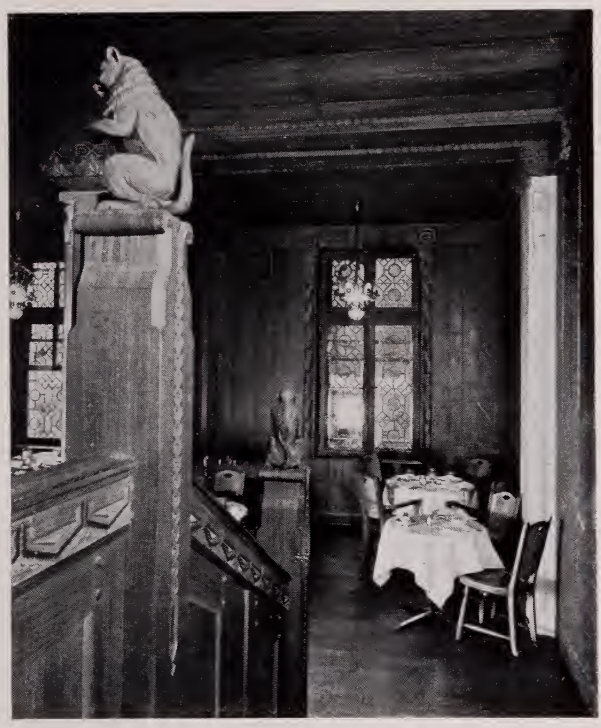
THE EMPIRE ROOM, recalling a Waldorf-Astoria tradition, is designed in a modern and dignified interpretation of the Empire style. The formal, main restaurant of the hotel, it is open for luncheon, tea, dinner and supper.

Sert Room Detail

SERT ROOM. The brilliant mural paintings by the distinguished Spanish artist, Jose Maria Sert, which characterize this dining room, have aroused enthusiastic comment in this country and abroad. Art critics and others agree that Senor Sert's murals are among the foremost artistic achievements of our time.

Painted in fifteen huge panels, the murals fill the entire wall space of the room. Senor Sert has taken as his subject episodes from the story of "The Marriage of Quiteria" as told in Cervantes' picaresque novel, "Don Quixote de la Mancha."

Rich in coloring, strong in characterization and exuberant in treatment, the murals depict the robust and hilarious scenes incidental to the rustic marriage feast. It is a subject peculiarly suited to the genius of the artist whose work Royal Cortissoz, art critic of the New York Herald-Tribune, describes as a "great decorative *tour de force.*"



Corner of Norse Grill

The Sert Room is open for breakfast, luncheon and dinner and is available for private supper parties, late dances and entertainments.

NORSE GRILL. Massive stone arches combined with wooden beams and mouldings, elaborately carved and colored in the Scandinavian manner, give a distinctively masculine character to the Norse Grill. A noteworthy feature of this room is a huge map, flanking the great stone chimney fireplace and showing all the important golf courses near New York.

The Norse Grill is an informal restaurant and is open for breakfast, luncheon, dinner and supper.

LARGE SAVARIN LUNCH COUNTERS are conveniently located on the street level below the Norse Grill. They provide especially expeditious service.

THE GRAND BALLROOM, with its Foyer, the Astor Gallery, Jade Room, Basildon Room and adjoining rooms on the third floor of the hotel are so designed that they may be used separately or in combination with one another. Together they afford banqueting accommodation for approximately 3,000 people and dancing room for more than 4,000.

The Grand Ballroom itself is 120 feet wide by 135 feet long. Rising from the third to the seventh floor, it is 44 feet high. Running round three sides of the room are two tiers of balconies and boxes suitable for dining or for spectators watching the balls or other functions on the floor of the room.

STAGE PLATFORM. At the north end is a semi-circular stage platform large enough to hold a full-sized symphony orchestra and suitable for lectures, public meetings, concerts, dancing exhibitions and so on. The stage is provided with curtains for theatrical performances, dressing room accommodation, lighting and other mechanical equipment for theatricals.

ORCHESTRAL ORGAN AND MOVIETONE. A great Möller orchestral organ, one of the finest of its kind in the world, and a full theatre-size movietone and technicolor apparatus are among the features of the Grand Ballroom.

LIGHTING. The Grand Ballroom lighting equipment includes Kleig lights, direct moonlight "spots" and colored spotlights in addition to general indirect lighting.

THE DECORATIVE TREATMENT of the Grand Ballroom is modern with a tint of grey on the walls, coral rouge hangings, and finely wrought gold and silver metal work decorations.

BASILDON ROOM. Another room of outstanding artistic interest is the Basildon Room. Reconstructed from an 18th century hall taken from Basildon Park, Berkshire, England, this room embodies fine old panelling and modelled cornices, a marble mantel attributed to John Flaxman, the sculptor, and paintings attributed to Angelica Kauffmann.

Grand Ballroom Gallery

THE JADE ROOM, which adjoins the Basildon Room, is painted a jade green with carvings and ornaments in gold and pilasters and columns of marble. A foyer connects the Jade Room and THE ASTOR GALLERY which is designed in a modern treatment of Louis Seize character. Both rooms have dance floors and are available for banquets, balls and other functions.

Other attractive rooms on the third floor include the WEST FOYER, GRAND BALLROOM FOYER and GRAND BALLROOM GALLERY. A notable feature of the Grand Ballroom Gallery is the series of panels painted by the American artist, Edward Simmons, for the old Waldorf-Astoria.

ROOF GARDEN AND TERRACES. Facing Park Avenue and extending along the entire front of the hotel is the Roof Garden with its Terraces. Equipped with a movable roof, operated by electrical machinery, the

A Living Room

Corner of Another Living Room

A Fireplace Grouping

A Residence Suite Foyer

Dining Room Group, 18th Century English Suite

Living Room, State Suite

Roof Garden may be enclosed or thrown directly open to the sky at will. The north and south ends of the Roof Garden are terraced. The lower central portion of the room has a dance floor.

MURALS ON MIRRORED GLASS. Mural decorations in the Roof Garden are by Victor White, the well-known American mural painter. Mr. White's designs are strongly imaginative and sophisticated studies of tropical scenes. They are wrought in "silhouette" mosaics—a new form of mosaic decoration—and upon great panels of antique gold mirrored glass. The effect is extraordinarily rich and brilliant.

RADIO, TELEVISION, TALKIE, MUSIC REPRODUCTION AND PUBLIC ADDRESS facilities are installed throughout the building. Radio programs from the principal broadcasting stations can be transmitted to all parts of the hotel, through a central receiving apparatus. Patrons are also able to listen, at will, and in the privacy of their own rooms, to speeches and music from the various public rooms of the hotel itself. Portable movietones are available for private use.

SOUNDPROOF ROOMS. The sound volume of radios is carefully regulated to prevent annoyance to patrons in adjoining rooms. As further protection, unusual precautions have been taken to make the rooms soundproof.

CONDITIONED AIR. The air in the principal public rooms is conditioned and kept at an even temperature all the year round by a Carrier cooling, dehumidifying and humidifying installation.

DRY ICE AND PORTABLE HEATERS. The room service equipment includes portable electric plug-in heaters and use of dry ice.

CIRCULATING ICE WATER. Circulating ice water is available throughout the hotel.

TELEPHONES. Each bedroom has two telephones, one of them being portable so that it may be placed in whatever position is most convenient for use at any

Roof Garden Detail

particular moment. This arrangement enables the telephones to be placed most conveniently for either night-time or day-time use.

TELEPHONE-TYPEWRITER SYSTEM. An automatic telephone and telephone-typewriter system makes a complete network of interior communications in the hotel and facilitates prompt reception of messages and execution of instructions.

ELECTRIC CLOCKS. The living rooms have electric clocks operated on the lighting system and synchronized with Naval Observatory time.

LIGHTING. In addition to ample installation of reading and table lamps, living rooms have indirect illumination by reflection from the ceilings. To insure efficient lighting to suit all tastes, the rooms have double the usual number of electric outlets.

Correspondence and messages. Immediate mail delivery and other arrangements effect the utmost privacy and promptitude in respect of mail, telegram, cable, telephone and messenger services.

Arcades of shops. Attractive arcades of shops are conveniently located within the hotel.

Carriage calls. Carriage calls enable patrons to call their automobiles to any of the exits they may use when leaving the hotel.

Auto elevator. To facilitate use of the Grand Ballroom and adjacent rooms for exhibitions, a large auto elevator has been installed. By this means, automobiles and other large exhibits may be brought directly to these rooms from a private driveway.

Organization services. These include a Convention Office, Shopping Bureau, Social Secretary Service and Entertainment Bureau, with expert staffs for the assistance of patrons.

Convenient location. Occupying a double block at Park and Lexington Avenues, between 49th and 50th Streets, the Waldorf-Astoria is most conveniently located. In the heart of the exclusive Park Avenue residential district, it is withdrawn from the stress and noise of the city. At the same time, it is centrally situated for ready access to transportation termini and the chief centers of interest and activity throughout the city.

Entrances. The various entrances are planned to facilitate convenient entry and egress from all points. The main general entrances are on the Park Avenue and Lexington Avenue sides of the building. General and special entrances are suitably located at various points. There is for example, a special Grand Ballroom entrance on the 49th Street side of the building and a private entrance to the Tower Apartments from 50th Street.

Private driveway. A private, covered motor driveway bisects the hotel from 49th to 50th Streets midway between Park and Lexington Avenues. The

driveway has an interior oval giving ample space for turning and parking. From the driveway a number of entrances, leading immediately to elevators, give access to all parts of the building. By using the driveway, patrons may proceed directly from their automobiles, under cover, to their rooms or to any part of the hotel.

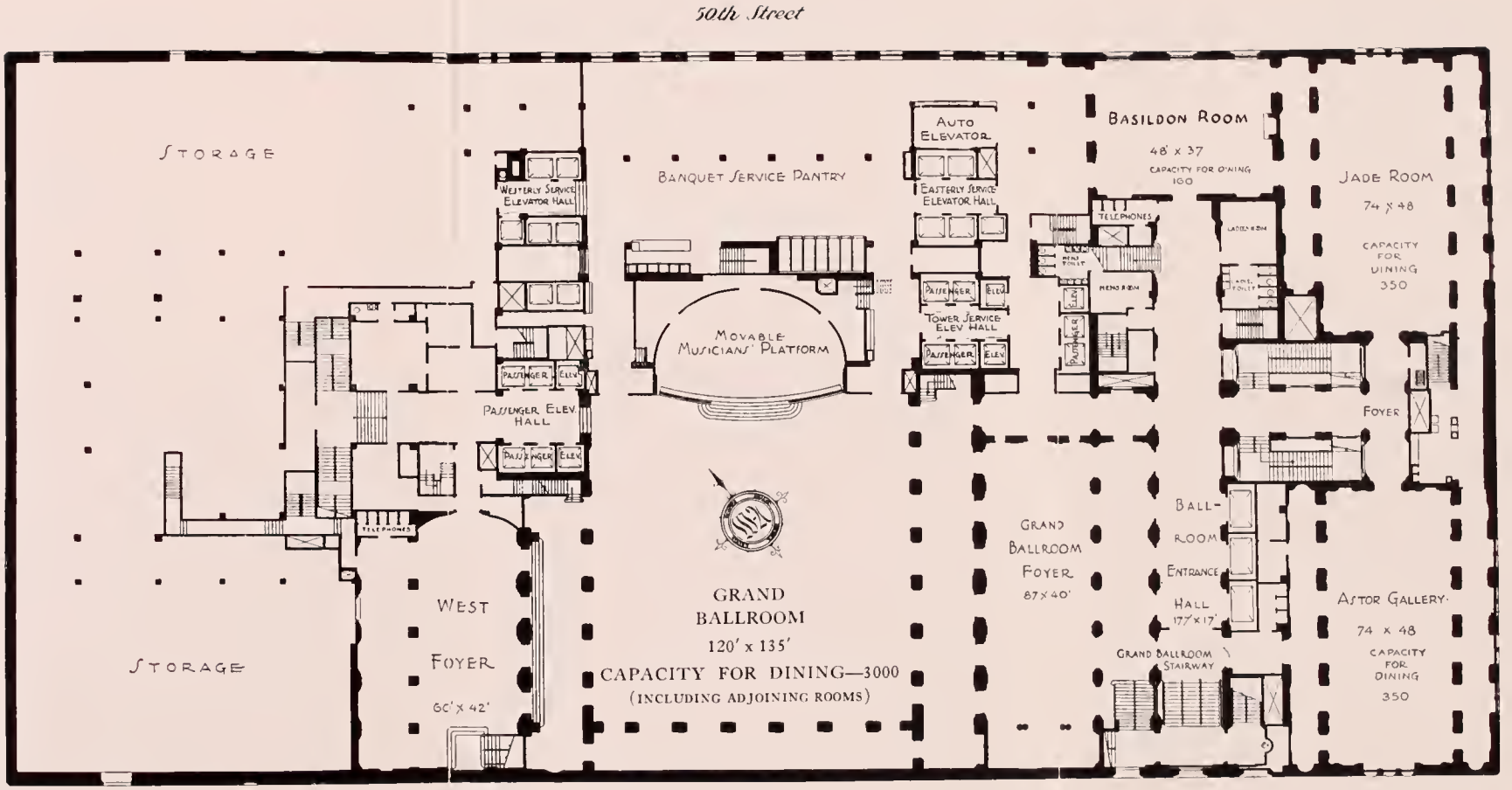
ELEVATORS. Elevator services are so arranged that patrons need not enter, unless they wish, the more public parts of the hotel, but can proceed directly to their own rooms from any entrance. Special passenger and service elevators serve the public rooms, entertainment suites and residential sections of the hotel. Automatic control is used.

MANAGEMENT. The management of the Waldorf-Astoria is under the expert direction of Lucius Boomer, president of the hotel corporation, who succeeded the late George Boldt at the old Waldorf-Astoria. Many members of the staff of the old Waldorf-Astoria, including Augustus Nulle, Oscar Tschirky ("Oscar of the Waldorf"), and Frank A. Ready, manager of the hotel, are associated actively with the new Waldorf-Astoria. This is an assurance of continuance of the Waldorf-Astoria traditions and of the exceptional qualities of service available.

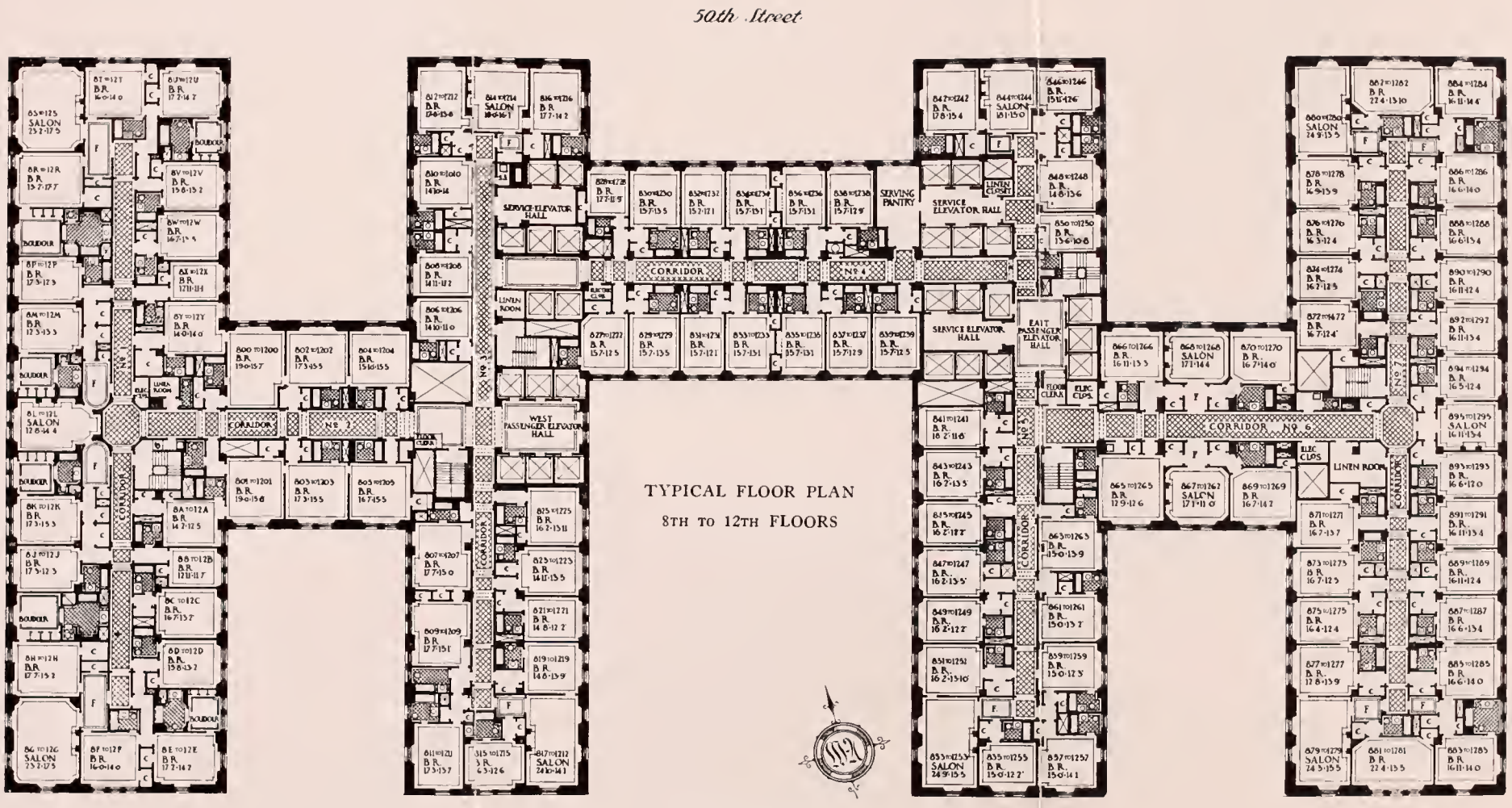
Waldorf-Astoria Private Driveway

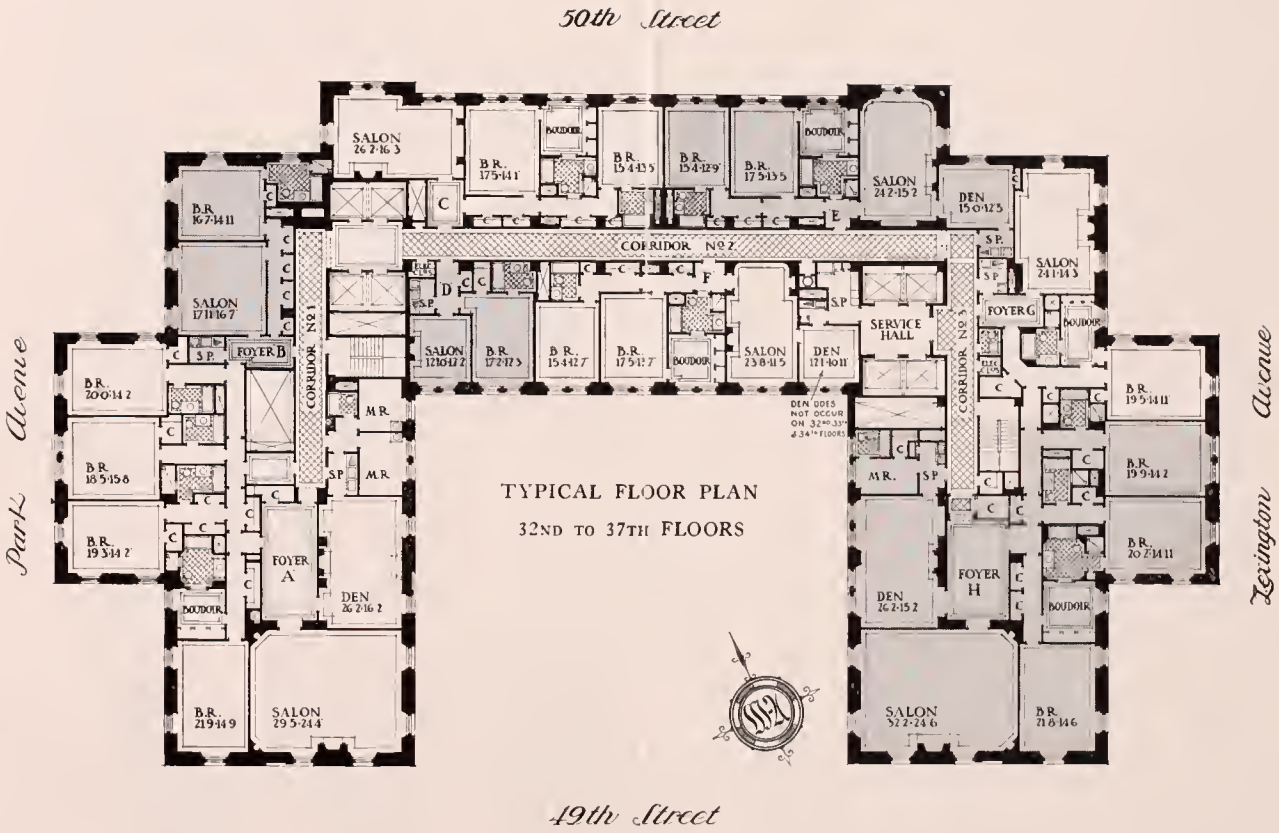
The Waldorf-Astoria, Looking South

The great central Towers and open terraces of the Waldorf-Astoria command magnificent views over the city, rivers, harbors and the countryside beyond the city.



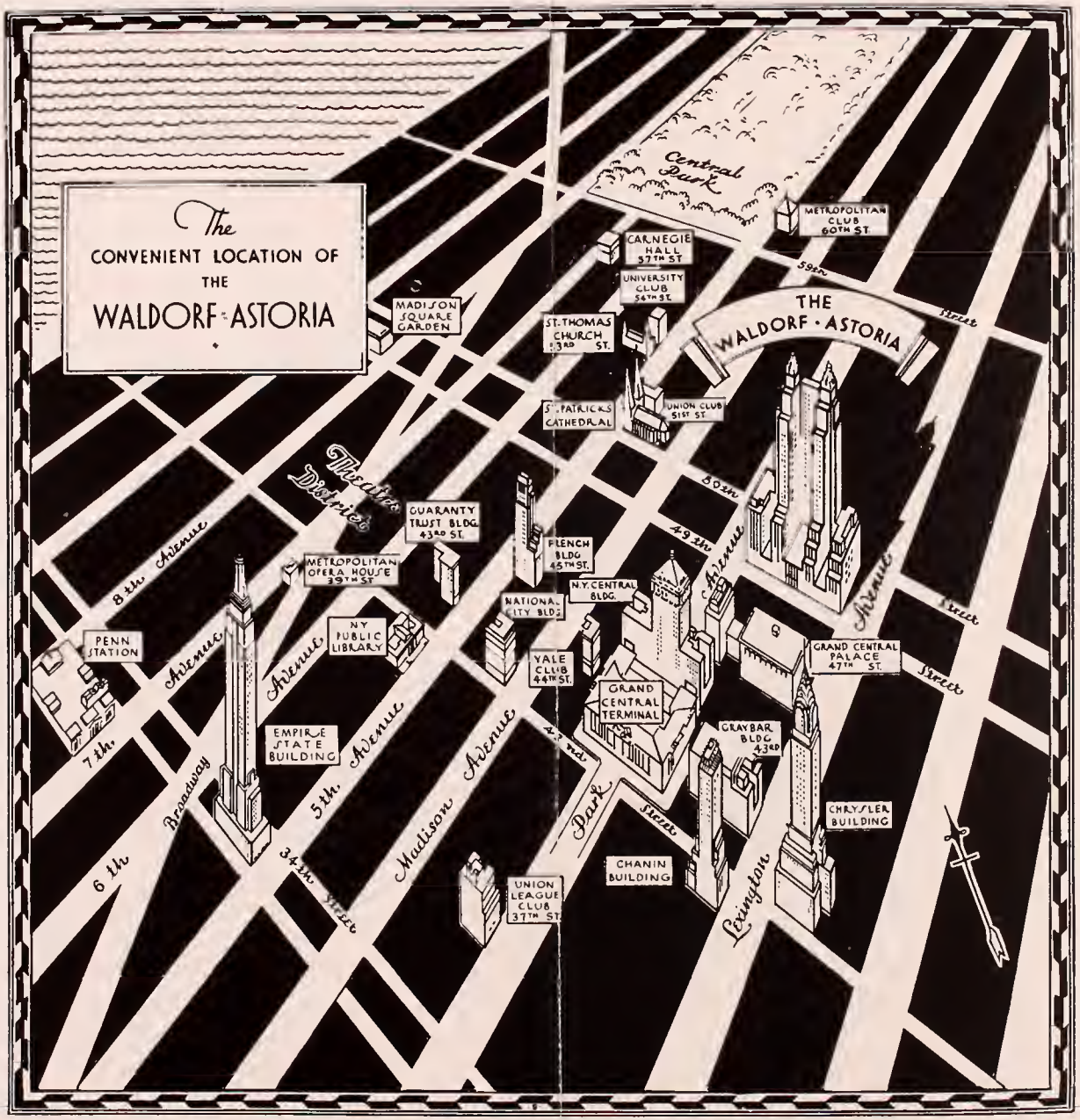
Plan of Third Floor


50th Street
49th Street
Park Avenue
Lexington Avenue
TYPICAL FLOOR PLAN
8TH TO 12TH FLOORS
CORRIDOR No 1
CORRIDOR No 2
CORRIDOR No 3
CORRIDOR No 4
CORRIDOR No 5
CORRIDOR No 6
CORRIDOR No 7
SERVICE ELEVATOR HALL
WEST PASSENGER ELEVATOR HALL
EAST PASSENGER ELEVATOR HALL
SERVING PANTRY
LINEN ROOM
ELEC CLOS
FLOOR CLERK
BOUDOIR
SALON



TYPICAL FLOOR PLAN

32ND TO 37TH FLOORS



The Waldorf-Astoria is in the heart of the exclusive Park Avenue district and gives immediate accessibility to the city's chief centers of activity.

AVERY CLASSICS

PRINTED IN U.S.A.

THE WANDER PRESS - NEW YORK